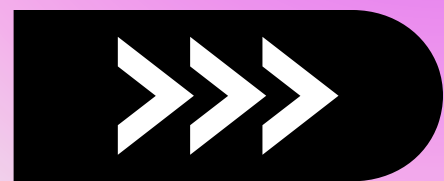


CASE
STUDY
LEAD-GEN
GOOGLE



ABOUT CLIENT



Access Rehab is a prominent player in the healthcare industry, offering a comprehensive range of rehabilitation services and solutions in Sweden. Specializing in physical therapy, occupational therapy, and other vital rehabilitation services, Access Rehab is dedicated to helping individuals of all ages and backgrounds regain their independence and quality of life. Their unwavering focus on innovation and the latest therapeutic techniques ensures that clients receive the most effective and up-to-date care available.

Symtom

BOKA BESÖK

Lokalisera smärtan

Smärtan berättar väldigt mycket för oss. Är den brännande eller molande, skarp eller pirrar det? I vår diagnos letar vi upp orsaken till dina besvär. [Här kan du läsa mer om vad smärta är och hur man kan bli av med den.](#)

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Skilled Professional Team;• Comprehensive Service Portfolio / Wide range of Services Available;• Strong Reputation;	<ul style="list-style-type: none">• Limited Geographic Reach;• Market competition;• Not doing any marketing work other than Google and Facebook ads,;• Focus on campaigns that are not relevant for the end goal of the business;	<ul style="list-style-type: none">• Structured Marketing Funnel;• Focus on ad quality and communication,• Retargeting Audiences;• Investing more in Conversion ;	<ul style="list-style-type: none">• High CPM in this market;• Ad testing phase costs;• Economic downturn/Low seasons;• Limited Audience due to local campaigns

KEY STRATEGIES IMPLEMENTED



- **Structured Sales Funnel:** Initially, our approach was centered around collecting valuable data on Google and driving traffic to the website with rival reach campaigns. This strategic foundation allowed us to subsequently retarget engaged visitors and guide them through a Lead Conversion campaign.
- **Retargeting:** Another pivotal strategy was leveraging the completely overlooked Retargeting Audience within Access Rehab's Google strategy.
- **Organized Campaign Structure:** When the account came to us, it was very fragmented, unorganized, with wrong targeting and bid strategies, and full of inefficient campaigns competing with each other. It was managed with the old system almost 10 years ago. We reorganized and structured the account accordingly. We started to manage brand, competitor and generic campaigns in a best case manner with the right bid strategy and target audiences, and aimed to increase the number of leads and reduce costs with an increase in budget in important months.

ADS

Sponsrad

www.accessrehab.se/naprapat/sjostaden

Har du Ont Hjälper vi Dig - Snabb Hjälp När du Har Ont



Våra skickliga naprapater behandlar och förebygger. Ring eller boka online. Naprapat, Fysioterapeut, Kiropraktor, Idrottsmassage. Har du ont hjälper vi dig. Boka Nu! Akuttider finns.

[Patientberättelser](#) [Boka Besök](#) [Våra kliniker](#) [On](#)


Sponsrad

www.accessrehab.se/naprapat/sjostaden

Boka Besök Nu - Välkommen till Access Rehab

Våra skickliga naprapater behandlar och förebygger. Ring eller boka online. Vi är experter på modern, aktiv och evidensbaserad vård. Tidsbokning online & på telefon. Tjänster: Medicinsk laserbehandling, Medicinsk akupunktur, Idrottsmassage, Neuracbehandling,...

[Om Ditt Symptom](#) [Boka Besök](#) [Våra kliniker](#) [Pa](#)


 Ring 010-2023020

Sponsrad

www.accessrehab.se/naprapat/akut_naprapat

Behandling Diskbråck Ländrygg - Naprapat Behandling

Access Rehab är en privat klinik som arbetar med aktiv, modern & evidensbaserad vård. Vi hjälper dig så du slipper ha ont, nu och framöver! Kontakta oss redan idag....



[Våra kliniker](#) [Patientberättelser](#)

Partial ads assembled using your assets. Not all combinations are shown. As they make sense individually or in combination, and don't violate our policies in some formats. You can make sure certain text appears in your ad. [Learn](#)

RESULTS BEFORE VS AFTER

Report Before Cooperation

13,577
IMPRESSIONS

1,337
CLICKS

SEK 8.68
AVERAGE CPC

SEK 11,604.71
COST

9.85%
CTR (%)

SEK 854.73
AVERAGE CPM

30.00
AR BOKNING - ALLA
KLINIKER (ACCESS
REHAB) ALL
CONVERSIONS

SEK 682.63
AR BOKNING - ALLA
KLINIKER (ACCESS
REHAB) COST PER
CONVERSION

RESULTS BEFORE VS AFTER

Report after 3 months of Cooperation

26,223

IMPRESSIONS

1,764

CLICKS

SEK 7.61

AVERAGE CPC

SEK 13,419.40

COST

6.73%

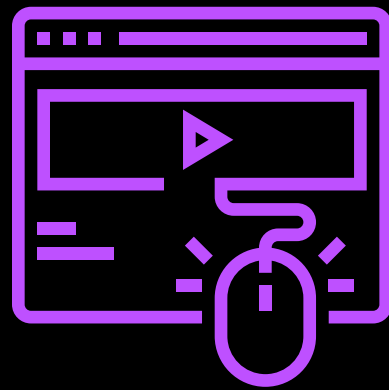
CTR (%)

65.00

LEAD CONVERSIONS

CAMPAIGN KPI'S

3 months of Cooperation

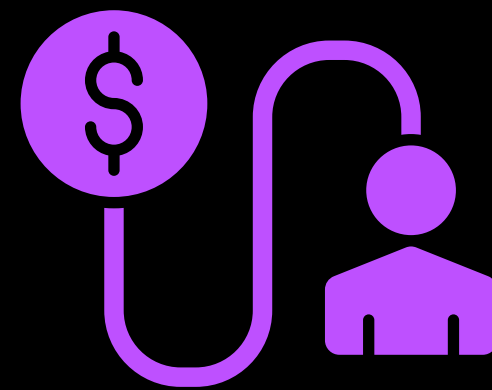


CPC

↘ **12%**

SEK 8.68 ↘ **SEK 7.61**

Click-per Click

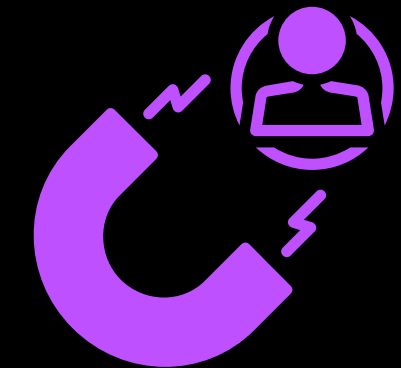


CPL

↘ **70%**

SEK 682 ↘ **SEK 206**

Cost Per Lead



LEADS

↗ **117%**

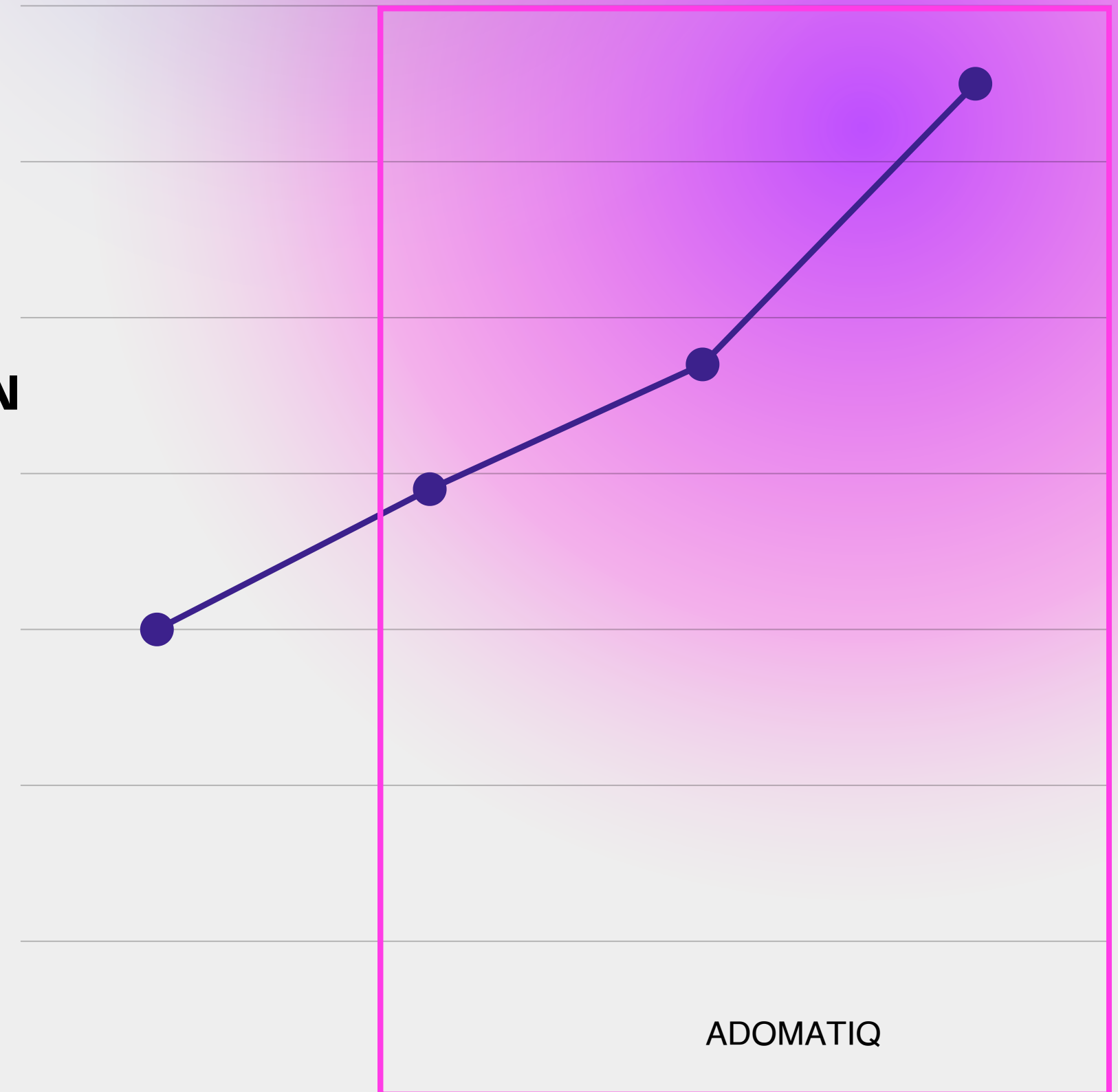
30 ↗ **65**

Leads

BUSINESS GROWTH

LEAD COST ↘ 70% AND OVER 117% ↗ LEADS IN 3 MONTHS

- ✦ Even in the face of an economic downturn, we achieved impressive results by enhancing the overall cost-effectiveness of the campaign within just three months of implementation.
- ✦ By strategically continuing to pursue these growth opportunities while maintaining a vigilant eye on cost-effectiveness, the account can continue to thrive and expand its impact in the face of economic challenges.



REACH OUT TO US FOR ANY QUESTIONS.



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<https://www.adomatiq.io/>

